

Pedestrian Master Plan Advisory Group (PMPAG)

Goals, Strategic Themes, Tactics

On June 29, 2007, the PMPAG conducted a goal-setting exercise for the Pedestrian Master Plan (PMP). The exercise began with the three original goals derived from City Council Resolution #30951 (listed first in the table below). It generated an additional goal and a number of tactics for developing and implementing the final PMP. The following table organizes the results of this exercise, using three categories:

1. **Goals:** The long-term results we expect to see from the development and implementation of the PMP
2. **Strategic themes:** Broad action paths that will help realize the goals of the PMP. Strategic themes provide categories for the many tactics that were listed during the exercise
3. **Tactics:** Specific actions consistent with the goals and strategic themes. Many tactics are likely to support more than one goal

Goals	Strategic Themes	Tactics
Walking: Get more people walking	Funding	Establish funding mechanisms that accommodate pedestrian needs
		Allocate funding to accomplish the Walking goal
		Maximize funding by identifying all existing and new possible ways to fund pedestrian infrastructure and programs
		Clarify the City's role in funding and developing regulatory mechanisms
	Design	Construct better sidewalks and fill in gaps in the sidewalk network
		Set ADA compliant design standards; for example, improve intersection design standards to mandate that all intersections are ADA compliant
	Land Use	Encourage and support mixed-use urban village development
Safety: Reduce the number and severity of crashes involving pedestrians	Planning	Include more pedestrian benefits in public transportation planning
	Research	Evaluate previous research findings on pedestrian safety
	Funding	Allocate funding to accomplish the Safety goal
	Enforcement	Lower overall speed limits citywide and enforce "slow ride"
	Education	Increase education about rights and responsibilities of pedestrians and drivers

Goals	Strategic Themes	Tactics
Engagement: Engage citizens to define the actions needed to make Seattle a more walkable city		
Perspective: Shift public perception on what and who our public streets are for; help people visualize a ped-centric city (<i>new goal</i>)	Design	Pilot and explore shared-space development
	Funding	Shift prioritization of funds to favor pedestrian improvements
	Coordination	[All departments of the City] recognize pedestrian needs as a goal, and work together to achieve them
		Engage public officials to support investments in pedestrian infrastructure
		Engage public institutions that have the ability to change policies
		Engage government agencies in the process and proposed solutions
		Encourage the private sector to participate in making this a more walkable city
	Education/Enforcement	Change public opinion in regard to the hierarchy of rights – pedestrians should have the same rights as vehicles

In addition, the following tactics for performance measurement and monitoring were listed:

- Define accountability for achieving goals
- Establish measurements of achievement (or non-achievement) of goals
- Monitor and influence the implementation of the master plan